

**“WHO’S AFRAID OF HAPPY ENDINGS?”
FINAL SCRIPT WITH NARRATION
JAN. 8, 2007**

01:00:07 **NARRATOR:**

**ONCE UPON A TIME, THERE WERE THREE WOMEN...AND THEY
WORKED FOR ROMANCE.**

01:00:15 **Kayla Perrin:**

What’s a woman’s fantasy? I mean ideally from the time we’re young we’re thinking about meeting Mr. Right, settling down, having a family and just having you know a happy relationship, this is across the board, you know, whether you’re Chinese, Indian, black white - everybody wants the same kinds of things.

01:00:43 **Kelly Boyce:**

Everybody I think believes in love to some extent or another. Some people kind of deny that they do but that’s probably because they’ve had bad experiences, but I believe in true love so I think along with that comes the ability to write about it.

01:01:04 **Kathryn Smith:**

I love taking these people and putting them through a lot of conflict and torturing them endlessly and then giving them that present of that their lives may not always be easy, but as long as they’re together they can get through it.

OPENING TITLE SEQUENCE: WHO’S AFRAID OF HAPPY ENDINGS?

CHAPTER 1: ISN’T IT ROMANTIC?

01:01:37 **NARRATOR:**

**EVERY YEAR ROMANCE FICTION GENERATES OVER ONE BILLION
DOLLARS IN SALES.**

01:01:48 **SO BESIDES BROODING HEROES AND FEISTY HEROINES - WHAT
ARE THE INGREDIENTS THAT MAKE UP THIS WINNING RECIPE?**

01:01:50 ***Pamela Regis:***

A romance novel is a work of fiction that tells the story of the courtship and betrothal of one or more heroines.

01:02:08 ***Jo Beverley:***

And ends triumphantly i.e., after all the challenges and struggles the couple triumphs and achieves the great reward which is the sort of bond that has a chance of lasting.

01:02:21 ***Jennifer Crusie:***

But they all underneath deliver that message of the woman who wins.

01:02:26 ***NARRATOR:***

ON THE PAGE, ROMANCE NOVELS ALL SEEM TO HAVE THE SAME SET UP – GIRL MEETS BOY, THEY DRIVE EACH OTHER CRAZY, GIRL GETS BOY, AND THEY LIVE HAPPILY EVER AFTER....BUT READ BETWEEN THE LINES AND THESE RELATIONSHIP STORIES ARE SAYING MORE THAN WE MIGHT THINK.

01:02:43 ***Jennifer Cruise:***

I think they're quest stories, I really do think they're almost the opposite of Cinderella where the prince goes out and gets what he wants and Cinderella is his reward, particularly in what's called women's fiction, much of which is romance, it's a woman struggling on her journey and what happens is as she matures she becomes strong and she deserves the relationship she gets at the end.

01:03:02 ***Pamela Regis:***

Let it be her desires for the hero that are thwarted somehow, let it be her concerns, her point of view, her thoughts, her quest and if you enact a courtship in that narrative you're going to end up with a romance novel.

01:03:23 ***Jo Beverley:***

You see "Romeo and Juliet" isn't a romance for sure and what's more I think it should have had a happy ending. "Gone With The Wind" isn't a romance, you know, I mean, if it doesn't have the triumphant ending, as far as I'm concerned it's sort of like a fantasy quest, you know where they have to defeat the great evil and capture the sword and save the

world. If they don't, it's not much fun.

THE FACTS OF LIFE...ROMANCE STYLE

74% OF ROMANCE READERS ARE MARRIED AND IN A HAPPY RELATIONSHIP.

STREETERS:

01:03:51 It can help your marriage...

01:03:52 Men are from Mars women are from Venus

01:03:54 ...Dear - read page 62 – hint

BUMPER

COMMERCIAL BREAK 1

CHAPTER 2: LOVE AT FIRST SIGHT

01:04:25 **Kelly Boyce:**

We had moved up here right after I graduated high school and I was kind of separated from all my friends and you know the town that I was familiar with so I was pretty depressed and I was just kind of walking around and you know I can't walk past the bookstore and not go in. But um I basically just skipped out of the class I was supposed to be going to and I went into the bookstore and I was just kind of rummaging around looking for something to kind of cheer me up I guess and found the book.

01:04:54 **Kelly Boyce:**

These two figures coming up out of the water basically and she was kind of in a soaked chemise and he had on not a stitch but you couldn't really see him but I thought just the image of it I was like whoa (chuckle). Uh cause I had never even picked up a historical romance before and uh I flipped it over and I read the back cover and the back cover, the story really intrigued me. I felt up to that point like my feelings were very deadened and that was something that kind of perked me up and caught my interest and you know kind of made me feel something.

01:05:26 **NARRATOR:**

IN THE WORLD OF ROMANCE FICTION THE "COVER" HAS

ALWAYS GENERATED HOT DEBATE.

BUT WHETHER YOU LOVE THEM OR LEAVE THEM, THEY'LL ALWAYS BE FRONT AND CENTRE.

01:05:38 ***Pamela Regis:***

Editors think, think that the cover is important because they know that they want people to be attracted to the book and to pick it up and to, and to look at the text. And they want to signal the kind of book it is, so chick lit books have a certain kind of cover, they're cartoony and historicals have another kind of cover, they're sort of soft focus and not a lot of clothes in evidence. The words inside are so much more important than the covers.

01:06:05 ***Steven Axelrod:***

Covers are enormously important just because they you know they sell the book.

01:06:09 ***Lucia Macro:***

Because honestly a consumer has maybe 5 seconds, and that might be optimistic, to make a decision on whether she's going to take the book off the shelf and actually then flip it over and read the copy. If the author is a superstar then it's the author name of course that's important. But for me if you're kind of starting out it's the cover and then it's your title and then you've got to make sure that the copy is going to entice the reader.

01:06:30 ***NARRATOR:***

PUBLISHERS PUT A LOT OF TIME AND EFFORT INTO TURNING OUT COVERS THEY HOPE WILL GRAB THE ATTENTION OF THE BOOK BUYER. SOME ARE HITS AND SOME ARE MISSES BUT IT'S ALL ABOUT TRIAL AND ERROR.

01:06:43 ***Claire Zion:***

There was a period where all covers had flowers on them. Because everybody was waking up to the fact that women read them and they weren't embarrassed to be reading them on the subway anymore. But everybody had flowers! And after a while that wasn't telling the consumer enough about the book. So I think the process we go through with covers now is very author specific. It's about the plot of the book, it's about the market we're trying to reach and it's not just the image, it's the feeling of the cover.

01:07:11

Steven Axelrod:

And it's very hard, particularly when a writer is still establishing her market and her voice to package well. Um it's a lot of times it's hit or miss, a lot of times writers will go through lots of different cover looks before they get one that clicks.

01:07:26

Eloisa James:

In terms of how people can break out of the mid list, often it's a cover that will do it, so they're writing brilliant, brilliant prose and they're getting dreary covers with like you know some sad looking ivy crawling up the left side and the readers look at it and put it down and that's unfortunate. But you get an - you know innovative different cover and suddenly a book is flying off the shelves.

01:07:50

NARRATOR:

KATHRYN SMITH IS A REGENCY HISTORICAL AUTHOR WITH AVON BOOKS.

SET IN EARLY 19TH CENTURY ENGLAND – REGENCY HISTORICALS ARE BURSTING WITH RAKISH ROGUES, LONGING LADIES AND PLENTY OF SUCCESSFUL AUTHORS,

KATHRYN FALLS SOMEWHERE IN THE MID-LISTS. THAT'S WHY SHE'S MAKING A SHIFT TO ANOTHER SUB-GENRE.

01:08:12

Kathryn Smith:

There are a lot of Regency Romance authors out there and they are wonderful, wonderful authors, but I was starting to feel like little fish big pond and it's so difficult to be fresh when you're writing in a, a sub genre that is that huge and that loved. So the, the jump to paranormal just gives me a whole new chance to try something new um and really establish myself as somebody different, and a different voice and not just another Regency historical author.

01:08:56

Erika Tsang:

She hasn't really hit the best seller lists yet and I'm hoping that with the paranormal um element in her historicals that she will hit that list. That's our goal.

01:09:09

Erika Tsang:

Hi Kate.

Kathryn Smith: HI Erika

Erika Tsang: Good to see you.

Kathryn Smith: Nice to see you.

01:09:13 **Erika Tsang:**

I've been trying to think about how I want Kathryn's book to be different from what's already on the shelves. It was just an image that I, I saw on the internet um that really caught my eye and our art director basically loved the idea and took it a couple steps further into making it really, really stand out.

01:09:33 **Erika Tsang:** Here's the cover.

Kathryn Smith: Oh my God,

Erika Tsang: "Be Mine Tonight"

Kathryn Smith: "Oh, it's so beautiful.

Erika Tsang: Don't you love it?

Kathryn Smith: I love that font.

01:09:41 **Erika Tsang:** I love the um the monotone.

Kathryn Smith: Oh and the blue...

Erika Tsang: Of the blue.

01:09:46 **Kathryn Smith:** And then her and I love how her lips, it's so flat but that her lips have some shine to them.

Erika Tsang: She has a great expression, I just love his lips on her neck.

01:09:54 **Kathryn Smith:** Yeah cause you don't know if he's just trying to kiss her there or if he's going to sink some fang in.

01:10:02 **Erika Tsang:**

She's had a great fan base from writing historicals and she didn't want to turn them away by you know writing contemporary paranormals I think it was great that she decided to marry the two themes and you know what, this whole business is about taking risks and you have to, you have to take that step at some point.

01:10:22

Kathryn Smith:

It's very important that I get that book into somebody's hands and that they look at it and, and ah make the decision to buy it based on the fact that it, it looks sexy and it looks interesting, that it fits all their criteria as a reader.

01:10:35

NARRATOR:

**ONE SNEAK PEEK AT THE ROMANCE SECTION WILL TELL YOU –
“SEX SELLS”**

01:10:41

Claire Zion:

This is joke in the office - we have one cover that has this cowboy on the cover leaning up against a car - and he's the sexiest guy anybody has ever seen and we all talked about it - and then we found out that he's a computer generated image - that he wasn't even a real guy!

01:10:56

NARRATOR:

**BUT WHAT IS IT ABOUT THOSE HUNKY MEN ON THE COVERS
THAT READERS LOVE?**

01:11:02

Raelene Gorfinsky:

Well they sure love them better than covers showing women. Um it depends if you're a chest admirer or a butt admirer. I go for the chest you know the, the hunky chests on covers of romance novels truly do help sell them. Um, butts are good too.

01:11:22

NARRATOR:

**ELLORA'S CAVE KNOWS A THING OR TWO ABOUT SELLING A
FANTASY.**

**THE PRINT-ON- DEMAND PUBLISHING HOUSE IS KNOWN FOR ITS
EROTIC ROMANCE. SOMETHING THEY LIKE TO CALL
“ROMANTICA”.**

**WHAT BEGAN AS A MODEST ONLINE BUSINESS IN 2000 NOW
SELLS OVER 80,000 BOOKS A MONTH AROUND THE GLOBE...**

01:11:47

Raelene Gorfinsky:

There was a cover last year I think it was um Happy Birthday Baby was the book and it's a man's torso, big chest and he's holding a birthday cake strategically placed. But this book was on display and I was standing to the side watching people and they would go up and stroke the guy's chest on the cover (laughter). So whatever it is in us women we - we just love those big pecs (laughter).

01:12:19

NARRATOR:

THE POPULARITY OF EROTICA SPARKED BY ELLORA'S CAVE SEEMS TO BE CATCHING – AS POWERHOUSE PUBLISHERS HAVE BEGUN LAUNCHING THEIR OWN EROTIC FICTION IMPRINTS.

HARLEQUIN ENTERPRISES IS AMONG THEM. THEY'RE CALLING THEIR NEW LINE "SPICE" AND KAYLA PERRIN IS ONE OF THE FIRST AUTHORS ON BOARD.

KAYLA HOPES HER SHIFT INTO EROTICA WILL BE HER WAY OUT OF THE AFRICAN-AMERICAN NICHE MARKET AND INTO THE MAINSTREAM.

01:12:48

Kayla Perrin:

I really hate to say it but I think as a black writer there's just much more struggle for me, because yes my books might feature characters of colour, but they're not exclusively for characters of colour. It's one of the reasons that in my book *Getting Even*, I decided to have two black heroines as well as a white heroine, and interestingly enough you know I had one publisher say why is there a white girl in this book? You would think that in this day and age you just wouldn't get those kind of comments, I think they're absolutely absurd, and the one great thing about Harlequin, and maybe being, because they're in Toronto and it's a much more multicultural city than some of the U.S. cities they said this is great, we love this, this is reality.

01:13:42

Kayla Perrin:

Hi Nancy. I'm here to see Susan.

Nancy:

Oh right, she's expecting you, go right in.

Kayla Perrin:

Okay.

01:13:47

Kayla Perrin:

It was a new prospect, when my agent submitted to Harlequin and they said we love this book, we love the tone, it's got a good sexy tone and maybe Kayla would be comfortable upping that and we could put it in the launch for *Spice*. So I said I'm not stupid, Harlequin does fabulous

launches, I want to grow my career so I said yes to doing that.

01:14:08:29 **Susan Pezzack:**

She is really a, a very unique voice in that she is able to capture not only the African-American voice and experience but in such a way that it appeals to non African-American readers which I think is, is maybe a bit of a problem with other Af-Am writers that they tend to be popular within the African-American community and have difficulty breaking out into other avenues.

01:14:31 **Susan Pezzack:** Another thing we tried to do, um because your characters um are black and you have characters who are white, we did sort of a, I guess a...

Kayla Perrin: A mocha.

01:14:40 **Susan Pezzack:** A skin tone a mocha exactly so it could be any of the characters really, squeezing that peach, we didn't want to direct it specifically one way to an African-American market and then you know maybe exclude the Caucasian market or...

01:14:53 **Kayla Perrin:** So that was deliberate?

Susan Pezzack: It was deliberate.

Kayla Perrin: Good, good, good.

Susan Pezzack: It was deliberate.

01:14:55 **Susan Pezzack:**

With our packaging we're doing a lot of really sophisticated um more subdued covers. We don't want women to be embarrassed buying these books in the stores, we don't want women to be embarrassed reading them in public, we don't want women to be embarrassed leaving them on their coffee tables for you know their five-year-old to see. It'll be very ah clean, very ah contemporary and a little bit more sophisticated than the average erotic fiction novel.

01:15:19 **Kayla Perrin:**

I think if I stand out as the black writer who wow can really write these great stories in a mainstream ah way, I could probably get a lot more push from Harlequin, cause if I'm the only one then I'll be the one that they push.

THE FACTS OF LIFE...ROMANCE STYLE

25% OF ROMANCE READERS ARE BLACK, HISPANIC AND ASIAN.

STREETERS:

01:15:42: Even though they are - you know the characters – the major characters are black - they're practically not – all in black.

01:15:48 I love Nora Roberts, I'm addicted to Nora Roberts and I could care less that she's white.

01:15:53 They're still a good story written about two people falling in love.

BUMPER

COMMERCIAL BREAK 2

CHAPTER 3: SEX, SIGHS & STIGMA

01:16:20 **NARRATOR:**

WHEN MOST OF US THINK OF ROMANCE NOVELS HARLEQUIN COMES TO MIND, BUT THE ROMANCE NOVEL MIGHT BE A LOT OLDER THAN YOU THINK. IT'S BELIEVED THAT SAMUEL RICHARDSON WROTE AND PUBLISHED THE FIRST ONE IN ENGLAND IN 1740. IT WAS CALLED "PAMELA".

01:16:38 ***Pamela Regis:***

It was a sensation in the modern sense, there was merchandise there were um translations, um unauthorized sequels, stage adaptations, a series of oil paintings made of the heroine and everybody had to read it. It was incendiary because a lady's maid resists her master's attempts to seduce her and he marries her, so it's the servants getting uppity.

01:17:14 **NARRATOR:**

THEN ABOUT 70 YEARS LATER ALONG CAME A BOOK THAT WOULD INSPIRE FUTURE GENERATIONS OF ROMANCE WRITERS.

01.07.24 ***Pamela Regis:***

"Pride and Prejudice" is the best romance novel ever written hands down. Austen managed in that work to perfectly blend the form and the content. And so what you have is an incredibly witty book. Sentence to sentence it

just glows on the page and you have funny secondary characters and a hero to die for and a really smart heroine and a really great set of conflicts....

01:17:59

NARRATOR:

FAST FORWARD ABOUT A 150 YEARS – WHEN HARLEQUIN ALONG WITH SEVERAL OTHER PUBLISHERS CREATED A PUBLISHING PHENOMENON AND THE ROMANCE INDUSTRY AS WE KNOW IT.

01:18:14

Pamela Regis:

Jane Austen put back on earth would read Harlequins. There is no question in my mind that she would do this. It would be the competition partly.

01:18:24

Nora Roberts:

In the beginning, the hero was probably uh 10 years older than the heroine and the richest man in the free world. She was probably orphaned and raised by an aunt and of course a virgin. Well that has changed because we're American women- we're like you know - that's not my fantasy. My fantasy is more like we're partners and you know – I have a career...and he doesn't have to be the patriarch. I don't, want a daddy.

01:18:53

NARRATOR:

BUT IT SEEMS, THAT NO MATTER WHAT ERA, ROMANCE FICTION WILL ALWAYS HAVE ITS FAIR SHARE OF CRITICS

01:18:59

Nora Roberts:

I did have a woman come up to me at a bookstore once, I was signing stock, this is just a regular woman and, and she said oh, oh you're Nora Roberts, you write that smut.

01:19:10

Debbie Macomber:

I was at an autographing one time and somebody came up and picked up my book and said oh, you write those kind of books, and my immediate reply was what, no pictures.

01:19:21

Nora Roberts:

I said I do not write smut and that is incredibly rude. What's wrong with you?

01:19:27

NARRATOR:

**ROMANCE FICTION HAS BEEN STAMPED WITH MANY LABELS -
FROTHY BODICE-RIPPER...TWIT LIT...SUPERMARKET
TRASH...PORN FOR WOMEN.**

**IT SEEMS THAT POPULARITY - MAY NOT ALWAYS TRANSLATE
INTO ACCEPTANCE...**

ESPECIALLY WHEN IT COMES TO MATTERS OF SEX....

01:19:49

Eloisa James:

We don't or we being in a cultural we there are uneasy with the idea of women becoming aroused or reading a story that might arouse them.

01:20:00

Lucia Macro:

What the culture tends to do is latch onto the sex in the books and ignore all the rest that goes with it which is generally a relationship um you know the women in these stories have families and problems and all the other stuff that goes along with life.

19:20:15

Claire Zion:

And like many things in our culture, things that are of most interest to women can be denigrated in a lot of ways.

THE FACTS OF LIFE...ROMANCE STYLE

ROMANCE FICTION OUTSELLS MYSTERY AND SCIENCE FICTION COMBINED

STREETERS:

01:20:25

A friend of mine – when I asked her what she was reading, she said - Oh– it's just trash

01:20:31

My son's in grade 12 and his English teacher when I mentioned that I read romance, she said 'oh well, I guess you don't like to have to deal with reality'.

01:20:39

And it turned out it's Nora Roberts' new best seller.

BUMPER

COMMERCIAL BREAK 3

CHAPTER 4: BETWEEN THE SHEETS

01:21:01 **NARRATOR:**

THEY CAN BE NAUGHTY OR THEY CAN BE NICE, BUT NO ROMANCE NOVEL IS COMPLETE WITHOUT THEM.

01:21:08 **Maya Rodale:**

I really like plausibility. It can't happen too soon, it can't happen too fast....And not too much talking. (Maria Rodale laughs)

01:21:21 **Jo Beverley:**

But I did a book called "Secrets of the Night" – where essentially the heroine kidnaps the hero – well she rescues him because he's lying drugged in a ditch – but she's looking for someone to father a child on her and she propositions him for stud duty. So when they actually have sex it's this very strange unnatural situation of two strangers and that was a totally different kind of scene - it has to be.

01:21:51 **Maria Rodale:**

After you've read 500 novels it's like okay here we go you know stars bursting., (laughter) fireworks. But you know - when there's a surprise that gets my attention.

01:22:04 **Raelene Gorfinsky:**

In many of our stories it's the man and the woman and the man, or it's the vampire and the woman, or it's the werewolf and the man or it's the alien and the, um because they're fantasies and people love that. But it doesn't matter if it's a threesome it still can be a very romantic relationship.

01:22:22 **NARRATOR:**

LOVE SCENES ARE AS VARIED AS THE THOUSANDS OF ROMANCE AUTHORS WRITING THEM. BUT WHILE SOME KEEP SEX BEHIND CLOSED DOORS, OTHERS LEAVE THE DOOR WIDE OPEN.

01:22:35 **Kathryn Smith:**

Sex is a natural part of any loving relationship and as far as romance

novels go - it's actually a plot point.

01:22:45 **NARRATOR:**

KATHRYN SMITH HAS A REPUTATION FOR A BEING A SEXY, EMOTIONAL WRITER WITH BITE.

01:19:03 ***Kathryn Smith:***

Oh I remember being 7 years old and seeing Frank Langella play Dracula and falling instantly in love with this creature, and I thought there's nothing more tortured than a vampire hero, and I, I do so love to torture my heroes.

NARRATOR:

01:23:03 **KATHRYN'S NOVEL "BE MINE TONIGHT" IS SET IN LATE VICTORIAN ENGLAND. THE STORY FOLLOWS A VAMPIRE WHO FALLS IN LOVE WITH A TERMINALLY ILL WOMAN WHILE SEARCHING FOR THE HOLY GRAIL.**

01:23:15 ***Kathryn Smith:***

I think what I bring to the paranormal romance genre, is a deep abiding love for mixing the disturbing and the arousing (chuckle) if that even makes any kind of sense, and um I think that's what um I like to do I think I like to try and play around with people's comfortable areas and add some things that people and maybe even readers might not be so entirely comfortable with but they like the characters so much that they'll go along with it anyway.

01:23:52 ***Excerpt from "Be Mine Tonight"***

"Everything about her wept life and hope and a sense of desperation that called to him. She looked so fragile he longed to protect her, so delicate he wanted to shelter her, and so damned tempting that he wanted to sink his fangs into her - just to know the bittersweet tang of life once more."

01:24:13 **NARRATOR:**

WRITING THOSE ALL-IMPORTANT LOVE SCENES IS A BIG PART OF A ROMANCE WRITER'S JOB. BUT CONTRARY TO POPULAR BELIEF - THERE'S NO HOW-TO MANUAL ON WRITING THEM. AND MOST WRITERS

AGREE THAT THE KEY TO A GOOD LOVE SCENE IS EMOTION.

01:24:34

Leigh Greenwood:

I get comments, why don't you write more sex in your books? Well to me there's the love scene, and it's not a sex-scene it is a love scene, should come when you have gotten to the point where this commitment means something, it's not just a physical exercise.

01:24:46

Nora Roberts:

You know the emotion, the (technical) it's pretty much the same for everybody, slot A, tab B, pretty much the same. So it really is about what these two people feel for each other, what ah how they change each other, what they're feeling inside, the emotion of the physicality.

01:215:05

Leigh Greenwood:

Cause the whole point of the book is to reach a point where you're dedicated to each other for life and the physical part has to be part of that dedication.

01:25:13

NARRATOR:

KELLY BOYCE IS WORKING ON A ROMANCE SET IN EARLY 19TH CENTURY ENGLAND "DESIRE AND BRIMSTONE" IS ABOUT A YOUNG WOMAN FORCED TO MARRY A MAN WITH A QUESTIONABLE PAST.

01:25:23

Kelly Boyce:

I think when you are writing the love scene um it's very easy to get into the head of the characters because you've been in their heads for the whole story so you know what their emotions are, you know what they're feeling so to get into their head for the love scene you're probably already there.

01:25:51

Pam Callow:

So Kelly, I just read chapter 8 and it's great.

Kelly Boyce:

I'm so excited about the story and the whole thing is just flowing so naturally – that it's just coming out and I'm not really doing a lot of editing as I'm writing

Pam Callow:

Which is amazing for a first draft (**overlap with**)

Kelly Boyce: I'm just kind of spitting it out – yeah.

01:26:08 **Kelly Boyce:**

I think a lot of people who know me and who've known me for a long time find out I write romance – their first impression is – you? I'm not cynical – I'm very sarcastic – I kind of have a dry sense of humour. I probably don't outwardly have a romantic bone in my body – but again I don't think it's romance I'm writing - it's relationships

01:26:35 **Pam Callow:** And that scene that you wrote – the little encounter in the library

Kelly Boyce: The library scene (laughter)

Pam Callow: Very hot. I'm fanning myself. It was good.

Kelly Boyce: Good. That was the intention (laughter)

.

01:22:13 **Excerpt: “Desire and Brimstone”**

“Isabel allowed herself to be gathered into his arms and pulled against him. His strong chest provided a warm and familiar welcoming. A hint of sandalwood drifted around her, mixed with a musky male scent all his own. She remembered it from before, remembered what it represented. A safe haven. How odd to find such comfort in the embrace of the one man the ton feared above all. The one they called the Devil Duke.”

01:27:18 **NARRATOR:**

WHILE ROMANCE FICTION HAS BEEN GETTING STEAMIER IN RECENT YEARS IT'S FOREVER FAITHFUL TO THE HAPPY ENDING.

EROTICA ON THE OTHER HAND – DELIVERS SIZZLING SEX SCENES BUT NO GUARANTEE OF A HAPPILY EVER AFTER.

01:27:35 **Kayla Perrin:**

There's definitely the battle between me the romance writer and me the erotic writer, it's just that I've never written as explicitly before and I think it could jar some of my readers, I'm worried that my readers are going to say whoa Kayla this is too much. I don't want to lose any readers but by the same token I often will ask my readers, do you guys really like it hotter, cause I keep hearing that hotter, hotter, hotter, and they'll always tell me make it hotter.

01:28:02

NARRATOR:

KAYLA PERRIN'S BOOK "GETTING EVEN" IS SET IN MODERN-DAY ATLANTA. IT FOLLOWS THE STORIES OF THREE WOMEN WHO PLOT REVENGE ON THE MEN WHO'VE WRONGED THEM.

01:28:11

Kayla Perrin:

And I always pondered will this be a good Spice book and it was one of the things I, I somewhat wrestled with because I didn't want to compromise story but personally I'm really happy with it, with how it turned out because I think there's great sex and great story.

01:28:26

Susan Pezzack:

Absolutely, well we're thrilled. I think, women from all walks of life and all, all sort of social strata can relate to. Um I think everyone has been through heartache before...

Kayla Perrin:

Oh yeah.

01:24:11

Susan Pezzack:

... everyone has been in a bad relationship or been jilted by a guy...

Kayla Perrin:

Exactly.

01:28:40

Susan Pezzack:

... and I mean who, who can't relate to the theme of wanting to get even with somebody.

Kayla Perrin:

Exactly.

01:28:48

Susan Pezzack:

It's something that you just know when you read it, I mean people can write sex scenes and have it not do a single thing for you, it doesn't get you know the blood flowing. Someone else can write it in such a way that it really, it really hits the mark and it's really all in the execution, it's not just the words put down on paper it's how they're written.

01:29:05

Kayla Perrin:

I mean it's one thing to write romance, it's another thing to push the envelope and say you know this is as real as it can get in the bedroom.

01:24:47

Excerpt; "Getting Even"

"They say the way to a man's heart is through his stomach, but if you ask me, that's a load of bull. Hands down, that gold-lined path

travels through his libido. I should know. Right now, I'm practically dying of embarrassment as I sit in a North Atlanta restaurant with the man of my dreams, Adam Hart. I'm trying to look nonchalant beside him in our booth, sipping a margarita through a straw, while Adam has his hand between my legs."

THE FACTS OF LIFE...ROMANCE STYLE

TOP #1 TRAITS READERS ENJOY IN THEIR HEROES AND HEROINES:

HEROINE:
INTELLIGENCE

HERO:
MUSCLES

STREETERS:

01:29:54 I like smart-mouthed heroines.

01:29:56 Oh, look at me, I'm so buff - macho type guy.

01:29:58 I like that.

BUMPER

COMMERCIAL BREAK 4

CHAPTER 5: ROMANCING THE BUSINESS

01:30:29 **NARRATOR:**

EVERY YEAR ASPIRING AND PUBLISHED ROMANCE WRITERS ALONG WITH PUBLISHERS, AGENTS AND EDITORS FROM ACROSS NORTH AMERICA AND AROUND THE WORLD GATHER FOR A CONFERENCE ABOUT ALL THINGS ROMANCE.

ORGANIZED BY THE ROMANCE WRITERS OF AMERICA IT FEATURES WALL-TO-WALL BOOK SIGNINGS, FAMOUS AUTHOR APPEARANCES, ROWDY WORKSHOPS, FABULOUS PARTIES AND HIGH POWERED PITCHING.

WITH 9,500 MEMBERS, THE RWA IS THE ONLY MAJOR ROMANCE WRITERS' ASSOCIATION IN NORTH AMERICA. BUT LESS THAN ONE FIFTH OF ITS MEMBERS ARE ACTUALLY PUBLISHED. THE

REST, LIKE KELLY BOYCE, JUST HAVE A DREAM.

- 01:31:13 **Kelly Boyce:**
- Oh yeah. I'm starving for this ha-ha, This is just pretty much my sole goal in life is to be published and to make a living off of it, that's pretty much what gets me out of bed in the morning.
- 01:31:32 **Sword fighting expert Mike Rettinhouse:** Now trying moving your feet.
- 01:31:25 **Kelly Boyce:** Now you're asking a little too much.
- 01:31:40 **NARRATOR:**
- KELLY IS ABOUT TO TAKE HER FIRST STAB AT PITCHING HER MANUSCRIPT, BUT WILL IT MAKE A MARK WITH AVON EDITOR KELLY HARMS?**
- 01:31:48 **Kelly Boyce:**
- There's a huge competition for you know only a few spots but that's nothing I can control, the only thing I can control is what I put out there, and that's pretty much where my focus is.
- 01:32:00 **Kelly Boyce:** It's a single title historical that takes place in 1822 England, and I'll just kind of read you the premise here so I don't screw it up if I try to memorize. "Cynical Devlin Cane the Duke of Avingard needs an heir... Beautiful widow Isabel Camden spent the last 8 years in a loveless marriage... She wants to remarry but she dreams of passion...or will she find her self consigned to another loveless union to save her son.
- 01:32:25 **Kelly Harms:** So you have a widow...
- Kelly Boyce:** I do.
- 01:32:27 **Kelly Harms:** ... did she tell you, did Julianne tell you that I always complain when they're widows?
- Kelly Boyce:** No (laughter).
- 01:32:33 **Kelly Harms:** That's okay but um the first thing I always send her or any of my pros back to do is to try to envision the book with a virgin.

01:32:43 **NARRATOR:**

EVER SINCE HISTORICAL ROMANCES TOOK OFF IN THE 1970S, THE VIRGIN HAS REIGNED SUPREME AND IT DOESN'T LOOK LIKE SHE'S GIVING UP HER CROWN JUST YET.

01:32:55 **Kelly Harms:** The virginal heroine which you know just leaps off the shelf sometimes, and we don't know why but um people just love to read about that and you've told me the set up for a very solid stand alone. There is nothing that ties this in to the next book. It all comes down to the writing, which I would love to see.

Kelly Boyce: Great

Kelly Harms: So send it to me and it was great to meet you.

Kelly Boyce: You too.

Kelly Harms: Thanks for coming in.

Kelly Boyce: Thank you.

01:33:19 **Kelly Boyce:** I was nervous at first because I can't memorize things so I was reading it off the paper which felt a little stupid but at least it came out coherent.

01:33:27 **Kelly Harms:** The book is exactly what an Avon romance should be...except...it's missing that sparkle.

01:33:34:21 **Kelly Boyce:** She doesn't like widows very much.

01:33:36 **Kelly Harms:** And I have yet to hear how that sparkle is going to come through.

01:33:38 **Kelly Boyce:** Overall it was a really good experience.

01:33:40 **Kelly Harms:** Did she come to me with a hook that I couldn't stop thinking about, and I'm just dying to read? No.

01:33:47 **NARRATOR:**

ROMANCE WRITERS MAY WRITE ABOUT LOVE

01:33:52 **BUT THIS BUSINESS IS NOT FOR THE FAINT OF HEART.**

- 01:33:59 **Jennifer Cruise:**
- There are very few writers who can support themselves. Romance writers are one of the few places where a lot of the writers can support themselves with their writing.
- 01:34:05 **Debbie Macomber:**
- This is not an easy occupation. You have to really want this.
- 01:34:11 **Eloisa James:**
- The temptation is to say I'm just going to sit in my room and I'm going to write wonderful books and everyone will recognize them. The truth is that doesn't happen, it doesn't matter whether you're reading literary fiction or you're writing mysteries or anything else, it's not going to happen.
- 01:34:24 **NARRATOR:**
- SUCCESS IN THIS EXTREMELY COMPETITIVE BUSINESS IS NO FLUKE. FOR WRITERS THAT HAVE MADE IT BIG, THEIR RECIPE IS A POTENT MIX OF TALENT AND SAVVY SELF PROMOTION. IT'S NOT JUST ABOUT WRITING A GOOD BOOK -- IT'S ABOUT SELLING IT.**
- 01:34:42 **Eloisa James:**
- I think I'm very good at what I do because I got where I am quite quickly by paying attention to the business side.
- 01:34:53 **Debbie Macomber:**
- How did I get to the top? One reader at a time, one book at a time. By knowing my audience, by giving them the stories I know they want to read. –
- 01:35:07 **Jennifer Cruise:**
- I think I went from a 4 figure advances to a 6 figure advance. And I turned around and I went clear everything, you know it's a brand new life. And I paid off all my bills and knew I was, you know not going to be on the street.
- NARRATOR:**
- 01:35:25 A NEW ROMANCE AUTHOR CAN EXPECT TO MAKE LESS THAN A MORTGAGE PAYMENT FOR HER FIRST BOOK.**

01:35:31 **MID-LIST AUTHORS MIGHT BE ABLE TO AFFORD A USED CAR PROVIDED THAT THEY WRITE MORE THAN ONE BOOK A YEAR**

01:35:39 **A TOP SELLING ROMANCE AUTHOR CAN PAY OFF HER HOUSE, BUY A BRAND NEW CAR AND FINALLY TAKE THAT CARIBBEAN CRUISE.**

IT'S NO CLICHÉ... MAKING IT BIG – TAKES HARD WORK.

01:35:55 **NARRATOR:**

KATHRYN SMITH IS TAKING A PAGE FROM THE BEST-SELLERS. SHE'S STEPPING AWAY FROM HER COMPUTER AND ONTO THE FRONT LINES OF PROMOTION - THE BOOK STORE.

SHE'S MEETING WITH SUE GRIMSHAW, ROMANCE BUYER FOR BORDERS GROUP, A LARGE BOOKSTORE CHAIN WITH HUNDREDS OF STORES AROUND THE WORLD.

01:36:13 ***Kathryn Smith:***

Being a Canadian and ah and now living in Connecticut, it's been um career wise it's been a it's been a great move but there's also been a little bit of adjusting to do ah because the, the fiction market is just so much bigger down here. And from a business perspective I really think I need to work on self promotion and, and getting myself out there um and making and making myself known to more readers and more book sellers.

01:36:43 ***Sue Grimshaw:*** Now you're saying you're going into paranormal?

01:36:46 ***Kathryn Smith:*** Paranormal so let's just try this on the shelf and see there. Oh look how nicely it fits in there.

01:36:50 ***Sue Grimshaw:*** Yeah that's a great cover.

01:36:53 ***Sue Grimshaw:***

Every Monday when I come into the office um I go through my whole day is spent going through our sales and seeing what sold the previous week. I break it down not only by book but also by sub genre to see what's continuing to trend well, ah see what's selling differently.

01:37:09 ***Sue Grimshaw:*** The paranormal category has just been on the increase, um over the last 2 years ah we've seen 30% increases each year so it's, it's really been growing and you know there's really no end in sight

either, I think authors have been very good at keeping ah their stories diversified so there's always something new even though we have another new paranormal book it's, it's something different.

01:37:30 **Sue Grimshaw:**

I also look in some of the other ah fiction genres to see what they're doing well. Paranormal obviously has a crossover audience and that's one of the reasons why it is selling so well is because we are attracting another reader from the sci-fi market.

01:37:43 **Sue Grimshaw:** Um some of the things some of the authors do ah are the bookmarks, and Kresley Cole has a new book that's out actually this month called "A Hunger Like No Other" and she sent out ah bookmarks to our um romance expert stores and ah had them placed within a section and that is something else that the readers enjoy picking up

01:38:05 (both speaking at once)

Kathryn Smith: ... Do you actually have stores that are romance experts?

Sue Grimshaw: Yes we do.

01:38:10 **Kathryn Smith:** Is this, this list of stores available to authors?

Sue Grimshaw: Absolutely.

01:38:10 **Kathryn Smith:** So this is something I should be doing, I should be doing promotional (both at once).

Sue Grimshaw: Yeah, yeah.

01:38:15 **Kathryn Smith:**

I'm certainly not anywhere near the ranks of say Nora Roberts or Lisa Klypes or Stephanie Laurens, um I have a way to go before that happens.

01:38:27 **Sue Grimshaw:** You know you would be placed within this section as well so um I think that's...

01:38:31 **Kathryn Smith:** And in terms of real estate this is what, the Hamptons?

01:38:33 **Sue Grimshaw:** This is where you want to be, exactly, this is where you want to be.

01:38:36 **Male Narrator:**

Everyone's reading number one New York Times' best selling author, Nora Roberts. Well almost everyone.

01:38:43 **Nora Roberts:** Someone's got to write them.

01:38:47 **NARRATOR:**

IF THERE'S ONE NAME SYNONYMOUS WITH SUCCESS IN ROMANCE IT'S NORA ROBERTS. HER CAREER IS WHAT ROMANCE AUTHORS LIKE KATHRYN SMITH, KAYLA PERRIN AND KELLY BOYCE DREAM OF.

01:39:00 **Nora Roberts:**

I like to work. If someone said where would you, if you had a fantasy that you could go anywhere, where would you like to be and I would say at home. I'd rather be home than anywhere.

NARRATOR:

NORA ROBERTS HAS SOLD OVER 295 MILLION BOOKS WORLDWIDE UNDER HER OWN NAME AND UNDER HER PEN NAME, J.D. ROBB.

01:39:21 **Nora Roberts:**

My publisher called me once, Nora in her New York accent, Nora you need a hobby. I don't want a hobby, I don't want a hobby, ew, I want to write. So my agent said you need a pseudonym and I said I don't want one because I don't want somebody else's name on my book. I want, I'm proud of it I want my name on it. Two years we batted this back and forth and then she said to me, my clever agent, Nora there's Pepsi, there's Diet Pepsi and there's Caffeine-free Pepsi. Oh. the light goes off, it's marketing and I could be two popular brands.

01:39:53 **NARRATOR:**

SINCE 1999, EVERY BOOK PUBLISHED UNDER THE NORA ROBERTS NAME HAS BEEN A NEW YORK TIMES BESTSELLER.

01:40:00 **Nora Roberts:**

You certainly need a very energetic ah supportive um interested publisher, ah you need book sellers who get excited about your work, you hope for a good cover but you can't control any of that. The only thing you can control as a writer is what's between the pages.

01:40:18 **NARRATOR:**

IF YOU LINE UP ALL THE NORA ROBERTS' BOOKS SOLD, THEY WOULD STRETCH ACROSS THE UNITED STATES FROM LOS ANGELES TO NEW YORK CITY 10 TIMES.

01:40:33 **Kayla Perrin:**

It can be really hard, as someone once said to me, to please all your masters. Um it's easier in that sense if you're writing from one publishing house. But you know on the other hand no one has stepped said Kayla - Kayla here's like a super fabulous contract that I can feel safe writing one book for one publishing house for one year or whatever and not worry that if that tanks I'm going to lose my house.

01:41:02 **NARRATOR:**

KAYLA PERRIN HAS LANDED A THREE-BOOK DEAL WITH HARLEQUIN'S "SPICE" LINE BUT SHE'S HOPING FOR A MORE LONG TERM COMMITMENT. SHE'S ANXIOUS TO TALK TO HER L.A. BASED AGENT HELEN BREITWIESER ABOUT HER FUTURE WITH HARLEQUIN.

01:41:19 **Helen Breitwieser:** Hello.

Kayla Perrin: Helen.

Helen Breitwieser: Kayla.

Kayla Perrin: I just got the flowers, thank you so much.

Helen Breitwieser: You're welcome.

Kayla Perrin: They're beautiful.

01:41:28 **Helen Breitwieser:** I hope they're very spring like.

Kayla Perrin: Oh yes very spring like, I love them.

Helen Breitwieser: Celebrate a new deal.

Kayla Perrin: Yes it's, it's fabulous thank you, such a nice touch.

Helen Breitwieser: You're Welcome.

01:41:36 **Kayla Perrin:** You think that Harlequin can reach that audience that's beyond the chick lit, beyond romance and into the mainstream?

01:41:46 **Helen Breitwieser:** Yes. Right now that's what Harlequin is doing.

Kayla Perrin: Okay.

01:41:48 **Helen Breitwieser:** You've got the publisher, you've got the editorial director and you've got an editor, you know who are reading your books and who are excited to promote you and are having meetings with their sales force and marketing people, just about you.

01:42:04 **(HARLEQUIN MARKETING MEETING)** I have some chosen stills from our photo shoot, those are very small but we narrowed it down to this image, which is now...

01:42:15 **(all speaking at once)** Oooohhh

01:42:19 Will her name be bigger on the second book a little bit?

01:42:21 There is room to make it bigger and I think given taht ...

(all speaking at once)

01:42:27 I mean just, just by function of moving it up will definitely give it more presence...

(all speaking at once)

01:42:32 ... but I'm wondering if we can maybe bump up the size of her name a little, little bit. I'd have to see it laid out and see what we think, but um
(both at once)

There's definitely space to do that, we can certainly try.

Yeah.

01:42:45 **Kayla Perrin:**

I'm finding that I'm more competitive than I thought especially as an African American writer – so – I don't know. I want to be a bit of a trailblazer I guess in some ways. I never thought that of myself but I I realize it now.

THE FACTS OF LIFE...ROMANCE STYLE

OVER 60 MILLION PEOPLE IN NORTH AMERICA READ ROMANCE FICTION.

STREETERS:

01:43:07 After a long day at work, coming home, doing groceries, making supper, helping kids with the homework,

01:43:14 Reading romance makes me go – Oh – I kind of want that.

01:43:15 You sit down and you go – (sighs) I need a romance.

BUMPER

COMMERCIAL BREAK 5

CHAPTER 6: THE POWER OF LOVE

01:43:39 **Jennifer Cruise:** Really Mary if you'd read it, it would have changed your life, I swear to God.

01:43:45 **Jennifer Cruise:**

I was researching my dissertation on the differences in the way men and women write fiction, and in order to do that I had to read romance novels. So I went to a used bookstore and said give me 100 romance novels. For 30 days I had read 100 stories where a woman had a problem, she struggled and she won, and years of academia told me a woman had a problem she struggled and she lost. By the end of the month I was "women hear me roar" I got a, I felt I could do anything, and it was such a huge change, it had to be the books.

01:44:16 **NARRATOR:**

JENNIFER CRUISE IS NOT ALONE IN HOW SHE FEELS ABOUT THE ROMANCE NOVEL. OTHERS AGREE THAT ROMANCE GIVES WOMEN A LOT MORE THAN JUST A HAPPY ENDING.

01:44:26 **Claire Zion:**

I'd entered the business at a time when romance was taking off in the early eighties, and I really believed in the books because I felt they took a feminist message, that at that time was being debated on a very high level, and brought it home to women in the Midwest who had kids and were living a real life. So you know the early Silhouette Desires were

saying to those women for the first time, you can have a job, you can have an orgasm, you're entitled to have a husband who you have a real relationship with and I thought it was a, a very effective way to enrich people's lives that way.

01:44:59 **Maria-Rodale:**

And the stereotype is that you know romances are just about women being, you know waiting to be rescued but that's not how they are at all. They're women and men sort of breaking the rules, going out getting what they want in life and, and ending up very happily as a result.

Maya Rodale:

And often the heroine rescues the hero as much as he rescues her.

19:45:19 **Claire Zion:**

People say 'oh, romance novels they're rape novels, they're escapist fantasies. Women read them because they're sick of their kids and their husbands and they want to escape to another world...' And that's not it at all! These are stories about 5'2 inch girls with long red hair who wrap these 6 foot, hunky pirates around their little finger. They're empowerment fantasies

01:45:41 Pamela Regis:

Another part of the power is the reader at the end of the romance feels joy – and so feels hopeful herself. Not in a one to one sort of way but certainly overall you feel just more optimistic when you finish a romance novel like maybe your own choices are either more available or more possible.

EPILOGUE:

01:46:08 **NARRATOR:**

ONCE UPON A TIME THERE WERE THREE WOMEN AND THEY BELIEVED IN HAPPY ENDINGS

01:46:17 **Kelly Boyce:**

If the business is going one way, the business is just going to have to go that way because I'm going you know my own way, I can only write a book that I love and that I feel passionate about, anything else is going to come out sounding flat, which means I'd be wasting my time and it would

never get published anyway. So I think in the end a good book is a good book and ah and a good book will find a home.

UPDATE:

KELLY BOYCE

**CONTINUES TO PITCH “DESIRE AND BRIMSTONE”
RECEIVED INTEREST FROM A MAJOR PUBLISHER FOR A CONTEMPORARY
ROMANCE.**

01:46:45 **Kathryn Smith:**

In five years um I want to be a New York Times’ best seller on the main list, not the extended list you know. I would like to be within that top, top 10 on the New York Times, so that’s my lofty goal for the next 5 years.

UPDATE:

KATHRYN SMITH

RECENTLY SOLD A CONTEMPORARY PARANORMAL SERIES TO AVON BOOKS.

01:47:08 **Kayla Perrin:**

I want my books to be as readily available for the average consumer to pick up and buy as all the big names, you know, that’s what I want. Is that too big? It’s a goal. I don’t think it’s too big.

UPDATE:

KAYLA PERRIN

**RECENTLY SOLD A MAINSTREAM WOMEN’S FICTION SERIES TO HARLEQUIN
ENTERPRISES.**

END CREDITS: